

ROYAL CROWN SOAP

\$200 Cash In Prizes

A SLOGAN WANTED FOR OUR NEW BIG BAR OF ROYAL CROWN SOAP

CASH PRIZES
First Prize, \$100.00 Cash; Second Prize, \$25.00 Cash; Five Prizes of \$10.00 each and Five Prizes of \$5.00 each.

NO ENTRY FEE **CONTEST CLOSES APRIL 30th**

We want a slogan to use in our advertising. The slogan we have been using, viz. "WESTERN MADE FOR WESTERN TRADE" does not tell about the quality and purity of our products. Think up something short, something good, something we can use all the year.

In all prize awards the decision of the Judge will be final.
Judge: Reg. G. Smith, Manager, Crawford-Harris Advertising Bureau, Calgary.

CONDITIONS OF CONTEST
Each suggestion for a slogan must be accompanied by TEN WRAPPERS from our NEW BIG BAR of Royal Crown Soap, or Three Coupons from our SIX BAR Cans.

ADDRESS ALL ENTRIES TO
CONTEST DEPT.
THE ROYAL CROWN SOAPS LIMITED
CALGARY, ALBERTA

FINEST JOB PRINTING — THE MACLEOD TIMES DOES IT

UTTERMOST QUALITY ALWAYS IN FASHION-CRAFT CLOTHES

Here to meet you

—the FASHION-CRAFT custom tailoring specialist direct from headquarters to measure you for your new suit and overcoat. Offering you individual tailoring plus the style and quality of FASHION-CRAFT clothes.

Fri. April 20

ANOTHER GESTURE OF SERVICE BY CANADA'S PREMIER TAILORS

J. W. Moreash
Merchant Tailor
Macleod Alberta

When You're Thirsty -- When You're Not
you'll enjoy
"THE BEER WITH THE REPUTATION"

STOUT ALE

AN OUTWARD SIGN



Good Hotels and Clubs serve these beverage classics

Local Agent
S. Heap
Phone 69

CALGARY BREWING & MALTING CO., LIMITED

This advertisement is not published or displayed by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

GOOD SEED AND HOW TO OBTAIN IT

I consider it a privilege to take part in the campaign to encourage the use of better seed. It is not very often that we have the honor of backing a movement that is so sound. The movement is the result of a considerable amount of thought and careful planning on the part of a large number of trade farmers, Government officials, and the Government of the Province of Alberta, and as the outcome, we wish to make it clear that the better seed movement has our whole-hearted support, because we believe in the use of good seed. It is undoubtedly one of the most important of all considerations connected with successful farming. There is no question that on the average farm, there is a little of the high seed grade used. This is unfortunate, and creates a serious situation, for the reason that it reduces the yields and materially affects the quality of the crops produced. It would be possible to quote figures showing that there is a very large amount of inferior seed used throughout Alberta, and to show what a tremendous loss the use of this inferior seed causes in the Province. It is not my intention to give anything in the way of definite data, but I do wish to define what, in my judgment, should constitute good seed, and to say a few words how to go about procuring it.

In the first place, it is important to have the right variety of the crop that is to be raised. It applies for wheat, oats, or barley. A good quality is one that shows good quality and is of value for the purpose for which it is intended. Wheat, should be of high milling value for bread-making purposes. Barley, should be of high malting value, and of low percentage of hull. Barley, of a six-rowed variety preferably, and one that would produce most successfully, and passes high feeding value.

Having the variety of quality in wheat, oats and barley, the next consideration is to secure one that is a high yielder and one that will produce a crop before the fall frosts arrive.

In connection with good seed, the three qualities mentioned are undoubtedly among the most important, but they do not really include any of the points that must be within the seed sample itself, and which are of very great importance if the returns from the average farm are to be permanently profitable. The points you must have in good seed are:

- (1) An entire absence of weed seeds in cereal crops. It might be permissible to have seed in limited quantities in some of the grain and clover seed that you use, but in the case of the larger seeds that are used, it is reasonable to expect that the average man would use only wheat, oats or barley seed that is free from weed seeds.
- (2) The seed of the cereal crops should be pure as to variety, that is, if it is Marquis, it should be all Marquis. If it is Ruby, or any other variety, make sure that it is pure. Any wheat seed, even though it may be of outstanding merit in other respects, would not be of maximum return unless it was pure as to variety.
- (3) Free from other kinds of grain. When growing wheat, attempt to grow it free from barley or oats. A crop of wheat, true to kind is very much more profitable than that which is made up of a mixture of different kinds of grain and other varieties. This applies to crops intended for either commercial purposes or for seed.
- (4) Free from evidences of disease, rust, root rots and other diseases that lower the quality and yield of the crop.
- (5) Strong of vitality. With most grains it is impossible to determine the vitality except through the germination test and all seed should be subjected to a germination test long before it is time to begin sowing operations. The germination test may be conducted in the home, or at the Dominion Seed Laboratory, Calgary, Alberta.

It may be asked how it would be possible to procure seed that would possess the qualities and characteristics that have been mentioned. The most reliable source from which seed of high quality may be procured is from the leading seed growers of the Province. —Members of the Canadian Seed Growers' Association; the Alberta Seed Growers' Association; the Provincial Seed Cleaning Plant, Edmonton; the seed houses; or from your own bins.

Registered seed, or carefully selected seed obtained through some

"William Penn" Tractor Oils and Greases

None Better

Sole Agents for Chrysler Cars

The Automobile with a Reputation

Dealer in
Allis Chalmers Tractors,
Reeve Separators, Wind-
mills, Farm Implement-
ment, etc.

M. DONAHUE & SON

Residence Phone 296

Macleod Alberta

GUM-DIPPING Builds Extra Miles

THE Firestone process of Gum-Dipping is one of the most important of the many Firestone contributions to more economical highway transportation.

By this process, every fibre of every cord is thoroughly saturated and insulated with rubber, minimizing friction and heat, so destructive to tire life.

The Firestone dealer in your locality sells and services these extra quality tires. Let him tell you of the trouble-free service that the Gum-Dipping process insures and how he can serve you better and save you money. See him to-day.

FIRESTONE TIRE & RUBBER CO. OF CANADA, LIMITED
Hamilton, Ontario

MOST MILES PER DOLLAR

Firestone

Firestone Builds the Only Gum-Dipped Tire

Local Dealers Macleod Motors

Macleod Alberta

of these sources, is considered to be expensive. In reality, however, it may be the cheapest seed that one could use, since it requires less seed yields of higher quality grain in the resultant crop.

Even in the case of the farmer who can produce the seed required, it is advisable that he use some registered seed, as a well prepared seed plot, every few years. This practice enables him to maintain a high yielding, pure sample of grain.

To the many farmers who have to use seed from the grain they have in their bins, it is essential that it be carefully fanned and treated before it is sown. Clean the seed now before the spring work opens. In cleaning seed, it is important to see that the cleaning machine is properly adjusted and equipped with covers that will remove weed seeds and foreign matter.

HEALTH SERVICE OF THE CANADIAN MEDICAL ASSOCIATION—FRESH AIR IN WINTER

Fresh air is a necessity the year around. In the warm weather we live outside by preference and, because we are more comfortable that way, we keep the bedroom windows open. As a result, we secure an abundance of fresh air. During the cold weather, most of our time is spent indoors and we may forget that in order to maintain our health, it is necessary that we have plenty of fresh air.

One reason for the increase in the number of cases of communicable diseases, particularly of pneumonia during the winter months, is because the body is starved of fresh air. Fresh air is air that is cool, in motion and not too dry or too moist. The best air is the air outside. Night air is just as good as day air. In the daytime, the advantage of being outdoors is because of the sunshine that is there. Indoors, we obtain the best air by opening the windows. This allows the cooler air in and causes it to circulate.

In really cold weather, during the day there is usually sufficient opening of doors, and movement in

the house, to keep the air cool and in motion. This is not so at night. Then the house is still and the air becomes overcast and stagnant. Bedroom windows should always be opened sufficiently to keep the air of the room cool and invigorated. How far the window needs to be opened to accomplish this depends upon how cold it is, and upon the direction of the wind. Fresh air costs nothing there is no reason why all should not have their share of it.

QUESTIONS concerning health addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered. Questions as to diagnosis and treatment will not be answered.

CHEVROLET MOTOR CO. ENTERPRISE REGINA MOTOR ARCHES IN TORONTO

Besides winning the junior hockey championship of Canada, the members of the Regina Monarchs hockey team have gained a considerable knowledge of the automobile industry during their stay in the east, which terminated yesterday.

The young speed boys have had cause to thank the happy chance that made Ross B. Johnson, president of their hockey club, the Chevrolet dealer in Regina. For immediately upon their arrival in Toronto, the Chevrolet Motor Company of Canada took them under its wing. Not one of these westerners had ever viewed Niagara Falls; hearing the desire to remedy this omission, the company whirled them off to the city of the Great Falls.

"Fathers of Waters," Niagara, clad in winter's splendor, thrilled the boys. Upon visiting the world's championship swimming pool, the Chevrolet Motor Company had been thrilled by the sight of the water.

Something in the nature of a Regina reunion was staged when the team visited the General Motors plant at Oshawa, for several members of the Saskatchewan team had climbed to important positions there. The hockey players learned the mysteries of trimming and radiator building, chassis assembly and export packing during a happy afternoon spent wandering through the maze of factories.

The climax to their automotive sightseeing came, however, with a trip to the General Motors proving ground at Milford, near Detroit, as guests of Chevrolet. Before making a trip to this great 125-acre "laboratory" they had breakfast in the famous restaurant at the top of the giant General Motors building. No boy could have failed to find fascination in riding at hurricane speed on the proving ground speedway, climbing the 24 per cent. grade or watching the experimental cars "doing their stunts."

GREEN MANURING
Green manuring is the practice of ploughing down a green crop or its aftermath. Its main object is to add organic matter to the soil and, secondarily, when the crop ploughed down is a legume, to increase the nitrogen. The addition of organic matter which ultimately becomes humus improves the water-retaining capacity of the soil and tends to give it a better condition of tilth. A third main object in ploughing down a green crop is to add to the soil, food for its bacterial life, which plays such an important part in the preparation of plant food, or nitrification. Incidentally small amounts of lime, phosphate and potash will be liberated in the decomposition of the organic matter. The importance of green-manuring, therefore chemically, physically and biologically, will be obvious.

A really, such as clover makes the most valuable crop to turn under in a green manure. It has been found by experiments conducted by the Experimental Farms system that the turning down of clover increases the subsequent crop yields for several years. It has been estimated that it is possible, by turning under a vigorous crop of clover to add to the soil from 100 to 150 pounds per acre of nitrogen on-half to two-thirds of which has been obtained from the air.

The very poor soils or on soils on which it is difficult to obtain a catch of clover, lucerne and rye make very useful crops for ploughing down. Though such crops do not materially increase the nitrogen content of the soil their decomposition will enrich the soil in humus which is one of the most important constituents of all fertile soils.

An excellent time to win freedom by means of good behavior is before you are so jail.

THE WOMAN AT THE WHEEL

If traffic's choked for many blocks, If horns do sound and bumper locks With bumper, you can bet you're safe.

A woman's at the wheel. When taxi drivers dodge and sweat, And big crop weep, and people get All set to jump, then you can bet A woman's at the wheel.

When a car leaps as if 'twere shot, With guns that scream quite like a lot Of dynamite, then like as not A woman's at the wheel.

A woman's voice and a woman's smile May ease dull cars, and a woman's guile May bring us joy, but look out while A woman's at the wheel!

G. McFARQUHAR FUNERAL DIRECTOR AND EMBALMER

Motor Hearse

Phone 218 Macleod

SPILLERS "BAKE-RITE" FLOUR

HAS SOLVED A PROBLEM FOR HOUSEWIVES IN WESTERN CANADA

ALL OVER THE WEST HOUSEWIVES KNOW THEIR FAMILIES ENJOY HOME-MADE BREAD, BUT FEAR THEIR BAKING WON'T TURN OUT WELL. PROVE YOUR SKILL WITH "BAKE-RITE" YOUR FAMILY WILL APPROVE.

HERE'S A LETTER—

"I have tried your 'Bake-Rite' Flour and find it most satisfactory. It gave the best results of any flour I have ever used—the bread was excellent. 'I have made my bread for over 38 years and can truthfully say that your 'Bake-Rite' is the best flour I have ever used."

(Original letter on file.)

OUR GUARANTEE

We unconditionally guarantee "BAKE-RITE" QUALITY.

If any sack of "Bake-Rite" after a fair trial, does not give you perfect satisfaction in your baking, YOU being the SOLE JUDGE, return the unused portion to your dealer, and receive refund of full purchase price.

At All Grocers in the Macleod District

The Quality Housewife's Flour

FINEST JOB PRINTING — THE MACLEOD TIMES DOES IT

Empress Theatre, Sat., April 14

BASIL HORSFALL Presents

The National Opera Co.

IN VERD'S MASTERPIECE

AUGMENTED COMPANY

GRAND OPERA STARS

ORIGINAL EFFECTS

IMMORTAL MELODIES

DRAMATIC SCENES

THRILLING CLIMAXES

Trovatore

The Most Famous and Best Loved of All Operas

(Sung in English)

Don't Miss the Greatest Musical Attraction Ever Presented in the Town of Macleod

ALL SEATS RESERVED—\$1.00

ON SALE AT RETAIL DRUG STORE

For the Man Who Cares!



QUALITY is bound to satisfy those who want the Best in Beer or Stout

HORN BEER OR STOUT

Has a quality that is not equalled! Order a Case Today!

S. HEAP, Local Agent, Phone 69

BIG HORN BREWING CO. LTD.

This advertisement is not published or displayed by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

Ladies' Dresses

New arrivals of Ladies' Dresses --- new spring lines. Buy your Spring Dresses now---these are the latest designs on the market. Come in and look them over --- the style, quality and price will surprise you. We have them in misses' sizes also. We carry a full line of Ladies' House Dresses.

R. T. BARKER

Macleod

Alberta

For Sale

A beautiful little white and green painted bungalow, with red shingled roof. White cement walk leading to the screened-in veranda, entering into a spacious front room, with wide, fancy brick, open hearth, on either side of which are tasty china cabinets and bookcases. Then, to the all white kitchen, with breakfast nook, built-in kitchen cabinet. Downstairs to a full sized concrete basement, where the cream, preserved fruits and vegetables keep so well, fresh and delectable.

By

Beaver (Alta.) Lumber, Ltd.

To Anyone Who Appreciates a Good Home.

Telephone 44

Special Notice

Commencing April 11th, 1928, Mr. C. O. Edlund, late agent of the Canadian Western Natural Gas Co. at High River, will be resident agent at Macleod and will be prepared to attend to all company business for the town of Macleod and Graman. He will be located under further notice at 138 Seventeenth Street, Macleod.

THE CANADIAN WESTERN NATURAL GAS, LIGHT, HEAT & POWER CO. LIMITED

JENKINS' GROCETERIA

We wish to thank our many friends for the liberal support accorded to us on our opening day, also the many flattering remarks regarding our new store and fresh, clean stock. It will be our endeavour at all times to give prompt and courteous service, our staff will be pleased to show goods and explain our system at any time. We have retained the services of Wm. Currie, who has been so long associated with the old business and who will be in charge of our delivery system, which we invite you to take full advantage of. Stock all in place and priced plainly. Drop in and see for yourselves what we can do for you.

Flour, Groceries---
50 lbs. \$4.65
40 lbs. 2.35
24 lbs. 1.29
Our Tea's and Coffee's are Real Values---Try a Pound Soap Deal---wash basin and soap, Reg. value \$2.20 for \$1.50
Sheriff's Jelly Powders, Cup and Saucer deal, 2 for \$1.50
Pickles and Measuring Cup (Glass) special \$1.40
Prunes in 10 lb. boxes, Del Monte, 30-40 size \$1.40
Prunes, 2 lb. pkgs., 40-50 size25
Have you tried our Bread yet, white or brown, 3 for10
Bakery10
1 X L Creamery Butter, per lb.47
Free Delivery---\$3.00 or over at 11 a.m.---8 p.m.---
8 p.m. (Sat)

"We Deliver the Goods"

Phone 8

Wm. J. Knox, Mgr.

Home Again

We are back in our old stand made new by the craft of the carpenter and the brush of the painter, with a brand new stock, and a renewed determination on the part of our staff to make our service outstanding in this community. We deeply appreciate the proven loyalty of our patrons in an actual increase in business volume while in our temporary quarters. We confidently welcome them home.

OUR SEED SERVICE

Though winter continues to usurp spring's rightful place it behooves us to give some thought to seeds. We handle shipments from the seed houses on a very narrow margin and try in all cases to save you the freight on sweet clover, broms, western Ryegrass, etc. Try in advance for a small acreage of registered wheat and oats this year sufficient for next year's seed requirements.

EARLY OHIO SEED POTATOES

We have a quantity of these potatoes of a very early strain. Last year, though cold and wet, these potatoes yielded well while they are available.

THE FIRE SALE

This sale continues at the rear of the American Hotel. The stock is still well assorted and the values better than ever, offering an excellent opportunity to farmers to stock up for the spring campaign.

THE WHITE HALL

LOCAL AND PERSONAL NEWS

"Mike" Scheer of Edmonton is in Macleod for a few days.

Miss Pearson of Calgary Normal School is visiting at Olive Green.

Miss Florence Ulrich is visiting her parents in Chatham this week.

J. J. Catter and Neil McQuig were business visitors to Claresholm on Monday last.

Miss Ida Stoddart of Calgary was visiting Mrs. May Ulrich over the week end.

Pat Graham of Cardston and Alan Graham of Champion were visitors in Macleod over the week end.

H. W. Clarkson, formerly headmaster of C. P. R. at Macleod, has been transferred to Edmonton.

"Friedie" Downson of P. Burns Company, Blairmore, visited his parents on Sunday last.

Mr. R. F. Walsh and Mr. R. P. Walsh were visitors to Calgary on Tuesday of this week.

R. Winter of the Canadian Western Natural Gas Company at Lethbridge was a business visitor to Macleod.

Mrs. A. M. Laycock and Miss Ethel Laycock of Calgary are visitors with Mrs. Robert Sackett during the Easter holidays.

Born at Macleod General Hospital, Wednesday April 11th, 1928, to Mr. and Mrs. T. B. Armstrong, a son.

Alex Hart, assistant accountant of the C. P. R. Cranbrook division is spending his Easter holidays visiting his parents, Mr. and Mrs. J. Hart.

Mr. and Mrs. R. W. Stewart and family of Calgary were the guests of Mr. Stewart's parents, Mr. and Mrs. Mabel Stewart, over the Easter vacation.

Mrs. R. J. E. Gardner returned Monday night from Calgary where she attended the Provincial W. M. S. of the Presbyterian Church annual meeting held in Grace Church last week.

The following contestants attending the musical festival at Blairmore this week from Macleod are Mrs. W. H. Irwin, Mrs. G. C. Hault, Mrs. J. R. Stoddart, Mrs. Robert Hamilton, Miss Daisy Jackson, Miss Gladys Cooney, L. Rothney and Harold Randle. The Rev. W. H. Irwin who is one of the executive committee.

Safe Milk!

Pasteurizing Is Not Boiling!

Boiling Temperature 212 degrees F.

Pasteurizing Temperature 142 degrees F.

When milk is boiled it is rendered hard to digest and loses some of its food value and vitamins. Do not boil the milk. Get it ready to use as "Safe Milk."

Milk Is the Cheapest and Healthiest Food
Pure milk and cream delivered regularly every morning at your door.

Satisfied Customers, Our Recommendation.

Phone 28

CRYSTAL DAIRY, LIMITED
MACLEOD BRANCH

Speedway Garage

GAS - OILS - TIRES - ACCESSORIES

Phone 235

The New Meat Market

is expected to open about Saturday, April 14th, with a full line of

**FRESH AND CURED MEATS
FRESH AND SMOKED FISH
HOME-MADE SAUSAGES**

Kelvinator

Refrigeration System installed in counter, window and meat cooler

J. HARTLEY

Phone 115

Five Doors North of Royal Bank

Lethbridge

ALBERTA PRIDE

Beer, Ale and Stout

A. YOUNG, AGT.
MACLEOD --- ALBERTA

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

BAWDEN'S BAKERY

IT IS Nourishing

OUR bread is nourishing and very pleasing in its flavor. It appeals to you common sense as well as your appetite. It is made the right way---the sanitary way---of the finest materials.

BAWDEN'S BAKERY
PHONE 132



MANICURING is done at this shop is the dainty finishing touch to the toilette of the perfectly groomed woman. Arrange an appointment and let us wait upon your wishes.

Millady's Beauty Shoppe
218 ROYAL BANK BLDG. 63
OPPOSITE THE MACLEOD ALTA.

Mr. and Mrs. Morris will make their future home at the coast city.

Mr. Alexander of the Regent Hotel, Calgary was in Macleod Wednesday visiting the local agent J. H. Bozay.

Joe McNab, son of Mr. and Mrs. R. B. McNab, has purchased a "50" Chrysler coupe from Mike Donahue and Son, the local agent.

Mr. and Mrs. W. Ulrich of Champion spent the Easter holidays

visiting their daughters, the Misses May and Florence Ulrich of Macleod.

Mr. and Mrs. G. H. Scougall and baby, were motor visitors to Lethbridge on Good Friday.

Heb Lewis spent Good Friday in Macleod, having motored down from Calgary.

Neil Law has purchased a new Chevrolet car from the local agent G. H. Scougall this week.

R. B. McNab has bought a new Oldsmobile from the agents in Lethbridge.

Alan Gordon and Barney Martin, both of Calgary, spent Easter as the guests of Mrs. T. B. Martin in Macleod.

Mr. and Mrs. W. A. Forman, Miss Martha and Wallace Hamilton, motored to Macleod from Calgary on Sunday afternoon.

Miss Isabel Caille has accepted a position with a Claresholm, Tumour Hospital as a ladies' hairdressing specialist.

Miss Kathleen Barr of House School is in Calgary for a few days, attending the Teachers' Convention in that city.

Miss Mildred Wood of Beata spent the Easter holidays with her parents, Mr. and Mrs. J. Wood of Macleod. She is spending part of her vacation at the guest of Mr. and Mrs. W. T. Fleming.

The Misses Marjorie and Millie Arner and Ralph Townsend returned to Claresholm Saturday last, returning with Richard Arner, who spent the Easter vacation with his parents.

Mr. and Mrs. W. J. Knox and family, formerly of Hanna, have taken up their residence in Macleod. Mr. Knox has been appointed manager of the Macleod branch of Jackson's Groceries.

The annual meeting of the Amateur Baseball Association, which was to have been held in Macleod on Wednesday, April 11th, has been indefinitely postponed on account of the death of the father of C. R. Cheesman, president of the Association.

Mr. and Mrs. W. V. Price returned from a few weeks vacation visiting the cities of California. Mr. and Mrs. Price visited the scene of the great dam disaster a few hours after the terrible tragedy had been enacted, in which over six hundred people perished.

Captain R. G. McLean of the 3rd Battery, announces that Sergeant W. J. Lord, A. I. C. Gardiner and L. M. Bremner qualified in their rank at the Royal School of Artillery at Winnipeg this winter. Further recognition of their work was received this week from the Canadian Artillery Association, when ten dollars was received by Sergeant Lord who obtained highest marks during the course. Sergeant Gardiner was second, receiving an award of eight dollars. All three received R. S. A. badges to be worn on their service jackets. Certificate from the school had previously been received and distributed to them. C. O. O. Hault credits the debt to these three sergeants for the fact that they are all Macleod men of excellent reputation of efficiency.

MACLEOD VETS REMEMBER

The anniversary of Viny Ridge was joyfully celebrated last Monday night by the members of the Canadian Legion, Macleod branch, by their annual ball in the Macleod Bay hall. The anniversary, April 9, filled in the Easter Monday night of this year, with the result that a very large number of dancers turned out to help the veterans boys celebrate one of the greatest battles of the Great War.

Many strangers were present from all over the south country to help the celebration and to have a good time, as the Vets have always been noted for giving their patrons a good evening's enjoyment, and the night was no exception, for everyone seemed to be enjoying themselves to the full.

The hall was suitably decorated with flags and bunting appropriate for the occasion. The music was

REACH & COMPANY, Ltd.

DEPARTMENTAL STORE --- DRY GOODS --- CLOTHING --- BOOTS AND SHOES --- UNDERWEAR --- FLORE --- GROCERIES --- VEGETABLES --- CONFECTIONERY

This is the month for wedding gifts. We have half a dozen Rayon Silk Spreads and Eider Down Comforters. As a good investment we will give you 25% off.

FULL FASHIONED HOSIERY

In all the popular shades---would make a splendid present. It is a pity you can't see yourselves as others see you when you put on a pair for the ball. What revelation of colors, shades and blends---they all get together to enhance it. It is a glimpse of a bright day. Age revolts against youth and skirts 3 inches below the knees. Edna Freeman, dress designer, attributes this revolt of age against youth to the elderly wives of bankers who finance Paris modistes, because they find the present revelations a handicap to their age. A lot we care. However, the present length suits our conservatism of what is becoming.

If you would buy our Mummy Make of Shoes (it would enable us to keep our stock up-to-date. We do the next thing we can do to get out of the store. This means a heavy loss. We know one thing, and that is that you can't buy cheaper in Lethbridge or Calgary than we sell to you. Our stock is clean and well assorted our expenses are lighter.

REACH & COMPANY, Ltd.

The S. E. GUST STORES, LTD.

We Sell For Less

Grocery saving is the most important of all Savings---for it concerns your pocket book. Three times a day. Small amounts saved on highest quality groceries purchased from "Gust's" soon mount up to a handsome sum. Frugal of housekeepers who patronize these modern stores and prove to yourself that a "But---" you get---

Fancy Groceries---But---No Fancy Prices
We own and operate Southern Alberta's pioneer coffee roasting and blending plant where for the past five years your favorite coffees and teas have been roasted and blended fresh each day.

Cup Circle Coffee Brown Bag, lb. 50
Cup Circle Coffee Red Bag, lb. 60
Cup Circle Coffee White Bag, lb. 65
Everybody likes them. They're "So Tantalizingly good."

SPECIAL
Corned Beef, tin 23c
SPECIAL
Nabob Tea, Lb. 65c

Country Club Bread (wrapped), 3 loaves for 25
Whole Wheat Bread (wrapped) and Rye, 3 loaves for 25
All From Our Own Bakery

The S. E. GUST STORES, LIMITED

9 NINE OF CANADA'S BEST STORES 9
H. FUNNELL, Manager, --- MACLEOD BRANCH

See Us for the Following Lines:

JOHN DEERE FARM IMPLEMENTS, DE LAVAL CREAM SEPARATORS, J. I. CASE, JOHN DEERE and FORDSON TRACTORS.

FORD CARS AND TRUCKS
FORD SALES AND SERVICE
MACLEOD MOTORS

supplied by Jack Pater and his assistants from Lethbridge, and everyone present was delighted with the brand of music provided. D. W. Hault fulfilled the duties of emcee of ceremonies, and a delightful lunch was served at midday.

Correct this sentence: "Three of which," the boy cried happily, "and I can't resist it, my mother and me." "So my piano practice."

You can tell a man who hasn't yet bought a car of his own. He's the one who drops cigarette butts on the taxi floor.

QUEEN'S SERVICE STATION

NORTH STAR GASOLINE
KEYSTONE AND WHITE STAR KEROSENE
WILLIAM PENN LUBRICATING OILS AND GREASES

TIRES, TUBES AND ACCESSORIES.

GEO. SHEFFIELD --- PROP.

"TRY A HIF TO-NIGHT"

GRANT'S
"Best Procurable"
(THE ORIGINAL)

Pure Scotch Whisky
RICHEST IN FINEST HIGHLAND MALT

Bottled and guaranteed by William Grant & Co. Ltd., Dundee, Scotland. Sole Importers, Macleod, Alberta.

This advertisement is not published or displayed by the Alberta Liquor Control Board or by the Government of the Province of Alberta.